**UW Certificate Program in**

**Social Media Technologies & Implementation**

**SOC MED 100: Social Media in Business**

Autumn 2013

October 2 – December 11, 2013, Wednesday, 6-9:00 PM

**INSTRUCTOR**

Mala Sarat Chandra

[Mchand1@uw.edu](mailto:Mchand1@uw.edu)

Twitter: @MalaChandra

**COURSE OVERVIEW**

As users of social media in our personal lives, we are used to having conversations with friends, planning events, sharing interesting information or even collaborating in real time. Imagine if these same capabilities were available in the work environment. What would be the impact on efficiency, productivity, creativity, and competitive leverage, particularly in these days of the knowledge economy. The most successful companies today are changing from business as usual to “social business”. They are successfully leveraging social technologies to increase employee engagement and recognition, improving customer service and support, collaborating with suppliers, partners and customers to accelerate innovation, implementing effective marketing, PR and crisis management. The McKinsey Global Institute reported that “fully networked” organizations – organizations using social networking technologies internally and externally – enjoyed significant benefits such as competitive leadership and higher profit margins. In fact, they report that such organizations are 50% more likely than others to become high performers in their sectors.

The Social Media in Business course is designed to provide students with a broad yet deep understanding of Social Media technologies and their use within a variety of business contexts such as marketing, HR, Customer service and product innovation.

**COURSE WIKI**

<https://uwsmcwiki.wikispaces.com/>

**COURSE BLOG**

<https://uwsmcblog.wordpress.com>

**COURSE OBJECTIVES**

At the end of this course, students will be able to:

* Describe the history and evolution of social media, with particular emphasis on business usage
* Practice important social media concepts such as listening, content creation and curation, audience engagement, and data driven decision-making to further business goals and objectives
* Draft social media strategies and plans

**PEDAGOGY**

This class will comprise lectures by the instructor and social media practitioners, in-class discussion of case studies and suggested readings for each session, individual and group learning exercises.

### *Typical Class Session Agenda*

90 minutes – lecture by instructor or guest speaker and class discussion

15 minute break

90 minutes – Students present progress and discuss the Community Management Project assignment. Work on the next steps of their project.

**READING MATERIALS**

There is no assigned textbook for this course. The following books are highly recommended:

* [The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change](http://www.orbis.eblib.com.offcampus.lib.washington.edu/patron/FullRecord.aspx?p=589081) by Jennifer Aaker and Andy Smith
* [Social Media ROI](http://www.amazon.com/Social-Media-ROI-Measuring-Organization/dp/0789747413/ref=sr_1_2?ie=UTF8&qid=1299195744&sr=8-2) by Olivier Blanchard
* [Social Business by Design](http://www.amazon.com/Social-Business-Design-Transformative-Strategies/dp/1118273214) by Dion Hinchcliffe and Peter Kim

In addition, there are recommended readings with each class session as well as links to relevant online sources on the course wiki.

**ASSIGNMENTS**

**The Community Management Project**

This assignment accounts for **70 points**.

You have been asked to create an online community for people interested in all things social media. Over time, this is envisioned to become a great source of news and information, best practices, tools and tips, examples of the best and worst campaigns, job opportunities, people and content to follow - social media practitioners (including you), influencers and authors. Look at this as an opportunity to develop and showcase your social media expertise during this course. Later, if you choose to post and engage on the site, you can cultivate your reputation as a social media practitioner. Each of you will be assigned to one social channel and your campaign will be implemented over the course of 8 weeks.

* Blogs
* Facebook
* Twitter
* Pinterest
* Instagram
* LinkedIn
* Tumblr

Your deliverables are:

1. Working with the other students assigned to the social channel you have been assigned to, create a GOST document. **20 points**.
2. Review, discuss and align (if needed) your GOST with those produced by the other student teams. **20 points**.
3. Implement your campaigns per your GOST. Track KPIs using the analytics available on each channel and make adjustments if necessary. Note, Course 2 will get into the specifics of using 3rd party analytics tools. **20 points**.
4. Work with the other students assigned to your channel and present a report in class in week 10 of your campaign results, its highlights and lessons learned. **10 points**.

Tips to get started:

If you find other sources, be sure to post them!

* Facebook: <http://www.pagemodo.com/blog/facebook-page-design-practices-cheat-sheet>
* Twitter: <http://socialmediatoday.com/mike-johansson/1324701/twitter-best-practices-brands-infographic>
* Pinterest: <http://www.digitalinformationworld.com/2013/06/best-practices-for-pinterest.html>
* Instagram: <http://blog.hootsuite.com/instagram-best-practices-brands/>
* LinkedIn: <http://socialmediatoday.com/node/1611011>
* Tumblr: <http://www.emoderation.com/tumblr-tutorial-for-brands-welcome-to-tumblr> and <http://socialmediatoday.com/emoderation/482391/tumblr-tutorial-brands-part-ii-hands-guide>

**In-class Participation**

In-class participation is an important element of learning. A list of suggested readings is listed for each class session that will provide a good background on the topic of the day. Please come prepared with ideas relevant to the topic of the session and participate in class discussions. This accounts for **20 points**.

Post at least 5 weekly reflections to the class blog, found [here](https://uwsmcblog.wordpress.com/). This is worth **10 points**.

**A successful completion (SC) for this course requires 75 points**.

**WEEKLY SCHEDULE**

**Session 1: Introduction**

* Class overview, assignments and grading
* 3 Case Studies and Discussion of Lessons Learned

**Session 2: Fundamentals**

* Social Media Definitions and Concepts
* Examples of Social Media in Action
* Power of Social Media, Benefits and Risks
* Components of a Social Media Platform
* Elements of a Social Media Strategy
* Creating a Social Media Roadmap - Goals, Objectives, Strategy, Tactics (GOST)

Suggested Reading

* Aaker, Smith & Adler: Foreward, Preface, Introduction, The Dragonfly Body
* Blanchard: Part I, Chapter 1; Part II, Chapter 5.
* Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13(1).
* Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social Media? Get Serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241-251.
* We’re all connected: The power of the social media ecosystem. Richard Hanna, Andrew Rohm, Victoria L. Crittenden (2011) Business Horizons Volume 54, Issue 3, Pages 265–27
* Resistance is Futile, Christine Lagorio, Inc. Magazine, June – July 2013
* <http://www.inc.com/magazine/201307/christine-lagorio/uber-the-car-service-explosive-growth.html>

**Session 3: Social Business**

* Social Business Concepts
* Case Studies: Camry Effect and Meteor Solutions
* Creating Social Media Campaigns
* Social Media ROI

Suggested Reading

* Blanchard: Part I, Chapters 2 & 4; Part IV, Chapter 15.
* Social Business: What are companies really doing? Survey Research Report M.I.T. Sloan Management Review and Deloitte Consulting (2012).
* Social Business: Shifting out of First Gear, David Kiron, Doug Palmer, Ann Nguyen Phillips, Robert Berkman, MIT Sloan Management Review with Deloitte University Press (2013).

**Session 4: Social Media Campaigns**

* A Model, Framework and Skills required for Social Media Campaign Development.
  + Brand Framework
  + Storytelling
  + Design Thinking Framework
* The Dragonfly Effect
  + Focus + Grab attention, Engage, Take action

Suggested Reading

* Aaker, Smith & Adler: Wing 1.
* [Stanford Graduate School of Business: How to tell a Story (A):https://gsbapps.stanford.edu/cases/documents/M323A.pdf](https://gsbapps.stanford.edu/cases/documents/M323A.pdf)
* Stanford d.School:  Bootcamp Bootleg: <http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>
* [Sverdlov, G. (2012).](https://gsbapps.stanford.edu/cases/documents/M323A.pdf)[Global Social Technographics Update 2011: US And EU Mature, Emerging Markets Show Lots Of Activity.](http://blogs.forrester.com/gina_sverdlov/12-01-04-global_social_technographics_update_2011_us_and_eu_mature_emerging_markets_show_lots_of_activity) Forrester.
* Annabi, H., Sean, T. M., Sarah, P., Paul, A., & Christopher, R. (2012). Guidelines to Align Communities of Practice with Business Objectives: An Application of Social Media. Paper presented at the 45th Hawaii International Conference on System Sciences, Maui, Hawaii.

**Session 5: Listening**

* Social Media Listening
  + Goals and Insights
  + Gaining Trust
* Influence and Influencers
* Tools and Methodology

Suggested Reading

* Aaker, Smith & Adler: Wing 2.
* Ellison, N. B., Steinfield, C., & Lampe, C. (2011).[Connection strategies: Social capital implications of Facebook-enabled communication practiceshttps://uw.instructure.com/images/preview.pnghttps://uw.instructure.com/images/popout.png](https://uw.instructure.com/courses/768593/files/22442637/download?wrap=1). New Media and Society New Media and Society, 13(6), 873-892.
* The Uninvited Brand. Susan Fournier, Jill Avery (2011) Business Horizons 54, 193-207
* Jonah Berger and Eric M Schwarz (2011) What Drives immediate and ongoing word of Mouth?[Word of mouth.pdf](https://uw.instructure.com/courses/768593/files/22442755/download?wrap=1)
* Priit Kalas (2012): Free Social Media Monitoring Tools: <http://www.dreamgrow.com/54-free-social-media-monitoring-tools-update-2012/>

**Session 6: Engagement**

* Audience Engagement
* The role and importance of Content
* Content Strategy
* Potential guest speaker – Dominique Barni, Seattle Children’s Hospital

Suggested Reading

Some of the links are to articles posted on slideshare.net.  You will find it easiest to read some of them if you first download these documents.

* Aaker, Smith & Adler: Wing 3, Wing 4. Blanchard: Chapter 2.
* Hincliffe and Kim: Part Two.
* Jonah Berger and Katherine Milkman: [What makes content go viral?](http://www.marketingpower.com/AboutAMA/Documents/JMR_Forthcoming/online_content_viral.pdf)
* How to inspire value-laden collaborative consumer-generated content, Albert M. Muniz Jr, Hope Jensen Schau. Business Horizons (2011) 54, 209-217
* Hunt, C. (2012). [Blogging, a comprehensive beginner’s guide](http://www.sminorgs.net/2012/02/blogging-a-comprehensive-beginners-guide-updated.html)
* Lieb, R. (2012). Content: [The New Marketing Equation, Altimeter Group](http://www.slideshare.net/Altimeter/content-the-new-marketing-equation)
* Dugan, L. (2012).[7 ways to network more effectively on Twitter](http://www.mediabistro.com/alltwitter/7-ways-to-network-more-effectively-on-twitter_b6587)
* Kanter, B. (2011). [Content Curation Primer](http://www.bethkanter.org/content-curation-101/)

**Session 7: Analytics**

* Using Analytics to drive social media strategy
* Guest speaker: Jennifer Buchanan, Banyan Branch

Suggested Reading

* Blanchard Part IV
* Research Report: [A Framework for Social Analytics](http://susanetlinger.wordpress.com/2011/08/10/research-report-a-framework-for-social-analytics/)by S Ettlinger, Altimeter Group
* Altimeter Group(2012): Guarding the Social Gates:[The imperative for social media risk management](https://uw.instructure.com/courses/768593/files/22568299/download?wrap=1)
* Lopez, J. (2011). [Social Media SEO Checklist](http://www.seomoz.org/blog/the-social-media-marketers-seo-checklist)
* Kaushik, A. (2011). [Best Social Media Metrics: Conversation, Amplification, Applause, Economic Value](http://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/)
* Dion Hinchcliffe: [How Social Media and Big Data will Unleash What We Know](http://www.zdnet.com/blog/hinchcliffe/how-social-media-and-big-data-will-unleash-what-we-know/1533)

**Session 8: Law and Regulations**

* Social Media Risks, Ethics, Governance
* Potential Guest speaker: Kraig Baker

Suggested Reading

* Blanchard: Part III
* Owyang, J. (2011).[Social Business Readiness: How Advanced Companies Prepare Internally.](http://www.slideshare.net/jeremiah_owyang/social-readiness-how-advanced-companies-prepare) Altimeter Group
* Hyatt, J. (2010).[The Ethics of Social Media – Part I: Adjusting to a 24/7 World](https://uw.instructure.com/courses/768593/files/22443860/download?wrap=1). The Ethics of Social Media, Parts 1 and 2. Business Ethics.
* David Navetta (2011) [The Legal Implications of Social Networking, Part One: The Basics](http://www.infolawgroup.com/2011/06/articles/social-networking/the-legal-implications-of-social-networking-the-basics-part-one/)
* David Navetta (2011) [The Legal Implications of Social Networking: Part Two: Privacy](http://www.infolawgroup.com/2011/10/articles/social-networking/the-legal-implications-of-social-networking-part-two-privacy/)
* Julie Brill (2011) [Privacy Implications of Social Media](http://www.ftc.gov/speeches/brill/111207chinaforum.pdf)

**Session 9: Beyond Marketing**

* Social Media for Customer Service, Product Innovation and HR
* Internal and External Engagement
* Case Study: EMC
* The social enterprise: Building a digitally driven business to gain competitive advantage. MIT Sloan Management Review, Spring 2012
* Case study podcast Comcast Must Die: <http://www.comcastmustdie.com/listen.php>

Suggested Reading

* Aaker, Smith & Adler: Onward and Upward
* Hinchcliffe and Kim: Part Three
* Burson-Marstellar (2012) Global Social Media Checklist 2012: <http://www.burson-marsteller.com/social/Presentation.aspx>
* Kalyso (2011): [Social Product Innovation Study](https://uw.instructure.com/courses/768593/files/22622891/download?wrap=1)
* Forbes Insights (2012): [Consumer Brand Engagement Study](https://uw.instructure.com/courses/768593/files/22631174/download?wrap=1)
* The Key to Social Media Success Within Organizations, Quy Huy and Andrew Shipilov, MIT Sloan Management Review, Fall 2012

**Session 10: Group Presentations**

Final presentations on each social media channel.